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## Cal Poly MBA Students Place in International Competition

SAN LUIS OBISPO - A team of seven MBA students from Cal Poly's Orfalea College of Business (OCOB) recently placed fifth at the 41st Annual International Collegiate Business Strategy Competition in San Diego .

Hosted by the University of San Diego , the April event attracted 27 teams from 24 universities spanning three continents.

This was the ninth consecutive year that Cal Poly MBA students participated in the competition. This year's team, "Poly Precision Systems Inc.," produced laser levels for their fictitious company.

The purpose of the competition is to teach students the immediate effects of business strategy decisions. Students faced the challenge of making real business decisions at a rapid pace.

In addition to making a broad range of business and ethical decisions, students were also required to complete a comprehensive business plan, an annual report and several other management reports reflecting goal attainment and strategy changes. The first half of the competition was based on the actual performance of the teams. The second half was based on the quality of business documents and a 30-minute presentation to a panel of three corporate executives.

Cal Poly team members agreed that the competition was an ideal way to learn the consequences of business and ethical decision-making, and the importance of creating and maintaining competitive advantage. "We really felt the intense rivalry that exists between businesses," said Jason Watson, Poly Precision Systems' chief operating officer. "It's something that can't be taught or learned in the classroom."

The simulation-based competition began in early February on the Internet. Decisions were submitted weekly from all teams, and results were posted live on the Web. In mid-April all of the competing university teams arrived in San Diego for the "intense phase" of the competition.

"We are very proud of this group of students. This is another example of how our MBA program incorporates learn-by-doing into our program and curriculum. Our MBA students have proven, once again, that they can go toe-to-toe with other high-caliber MBA students from across the country," said Chris Carr, associate dean and director of the Orfalea College of Business MBA program.

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